

# Maryland Global Express

The Newsletter of the Baltimore US Export Assistance Center

US Department of Commerce  
US & FCS– Baltimore USEAC

300 W. Pratt Street, Suite 300  
Baltimore, MD 21201

[Office.BaltimoreUSEAC@mail.doc.gov](mailto:Office.BaltimoreUSEAC@mail.doc.gov)

Tel: 410-962-4539

Fax: 410-962-4529

**“Your Gateway to the World”**

<http://www.buyusa.gov/baltimore>



## June 2006 NEWSLETTER

Edited by Kristin Gormus

### MARKET BRIEF

#### Hong Kong and China's Pearl River Delta



[Watch our video!](#)

#### Topic Links:

- [Country Commercial Guide on Hong Kong](#)
- [Ministry of Hong Kong](#)

#### Archived Market Briefs:

- Click [here](#) to view all market briefs

### INTERNATIONAL ECONOMIC SUMMIT ASIA-PACIFIC REGION, 2006

**Date:** July 24-26

**Location:** The Inn and Conference Center at the University of Maryland, Prince George's County Maryland

**Cost:** \$75 for conference only and \$150 for all events

**Contact:** Prince George's County Economic Development Corporation at 301-583-4650, or e-mail questions to [info@pgcedc.com](mailto:info@pgcedc.com).

Prince George's County Maryland is proud to present a three-day conference highlighting the county's commitment to giving local businesses access to new market places throughout the world, with a special emphasis on the Asian-Pacific Region.

This is your opportunity to participate in panel discussions, lectures, tours and to network with the people constructing the global marketplace of today. Registration is required and spaces are limited, so register today! Register online at [www.pgcedc.com](http://www.pgcedc.com).

#### Important Facts:

- The Pearl River Delta is China's largest and fastest-growing manufacturing region.
- Macau is experiencing a boom in investment and construction.
- Hong Kong is a free port with virtually no duties or tariffs.
- Hong Kong's strong rule of law and respect for property rights make it an ideal regional platform for U.S. small and medium sized companies.
- Hong Kong has a world-class infrastructure, free flow of information, with no restrictions on inward or outward investment, no foreign exchange controls, no nationality restrictions on corporate or sectoral ownership, simple low tax regime, and a world financial center.
- Hong Kong partners typically have close links to markets in Mainland China and Asia.
- The electronics market is one of the fastest growing industries in the Pearl River Delta area.

#### Presenters:

- Doug Barry, Director of Trade Promotion
- Stewart Ballard, Senior Commercial Officer, Hong Kong



# Maryland Global Express

The Newsletter of the Baltimore US Export Assistance Center

## EXPORT TRADING COMPANY AFFAIRS

### COMMERCE DEPARTMENT LAUNCHES WEB SITE TO AID BUSINESSES IN INTERNET EXPORTING

The U.S. Department of Commerce's International Trade Administration, Office of Technology and Electronic Commerce launched an innovative website to boost small and medium-sized companies ability to e-export. The site, <http://www.export.gov/sellingonline> consolidates information and resources into an e-commerce toolbox that the Commerce Department and other U.S. government agencies offer to American businesses to increase Internet exports.

### NEW ANTI-COUNTERFEITING AND ANTI-PIRACY INITIATIVE ANNOUNCED

On October 4, Secretary Evans and other officials announced the "Strategy Targeting Organized Piracy" (STOP) initiative, the comprehensive Administration initiative to protect American innovation by halting the trade in counterfeit and pirated goods. Under STOP, the Commerce Department established a new hotline that provides a one-stop-shop for businesses to protect their intellectual property at home and abroad. 1-866-999-HALT provides businesses with the information they need to leverage the resources of the United States Government to protect their intellectual property rights.

### PROCEEDINGS OF COMMERCE RFID WORKSHOP AVAILABLE ONLINE

For complete information on the proceedings of the workshop, *RFID in 2005: Technology and Industry Perspectives*, including presentations and an audio archive, go to [www.technology.gov](http://www.technology.gov) Also available online is an RFID information paper and summary prepared by the Department of Commerce.

### NACFAM STUDY ON STRATEGIC TECHNOLOGIES TO MAKE U.S. MANUFACTURERS STAY COMPETITIVE

According to the National Council for Advanced Technologies (NACFAM), U.S. manufacturers must concentrate on the development of seven strategic technologies to stay competitive; sensors, nanofabrication, modeling and simulation, reconfigurable tools and systems, smart systems, solid free form fabrication and visualization, and planning and knowledge management. The Commerce Department's National Institute of Standards of Technology Manufacturing and Engineering Lab provide funding for the study.



In need of Export Assistance or Export Help in forming an Export Joint Venture? Looking for Government Assistance to form a legally protected Export Joint Venture or an important Government Export Program that promotes the formation of Export Joint Ventures? Are you worried about antitrust implications when forming an Export Joint Venture? Look no further than Export Trading Company Affairs.

Through the Export Trade Certificate of Review Program, Export Trading Company Affairs helps promote the development of Joint Ventures and the use of Export Trade Intermediaries. With this Certificate, you limit your domestic legal liability when Joint Exporting or when you have Joint Sales with a Trading Partner in foreign markets.

Export Trading Company Affairs, U.S. Department of Commerce, ITA, Washington, D.C. 20230 (202)482-5131

### ACCESS EASTERN MEDITERRANEAN

The U.S. Commercial Service at the American Embassies in Egypt, Israel, Jordan, Lebanon, Morocco, Turkey and West Bank, invite U.S. ICT companies to participate in the Access Eastern Mediterranean (AEM) program, to be launched on September 1, 2006. The AEM is a good tool to explore sales opportunities in seven markets. Online registration is currently available at <http://www.buyusa.gov/easternmed>. [Click here!](#)

### CHINA: 2008 OLYMPIC GAMES TRADE LEADS AVAILABLE

Beijing 2008 Olympics Hot Sheet: The U.S. Department of Commerce in Beijing publishes an electronic newsletter highlighting business opportunities relating to the 2008 Olympic Games as news becomes available. U.S.-based companies interested in this mailing list should send an email with full contact information and business scope to [Beijing.Office.Box@mail.doc.gov](mailto:Beijing.Office.Box@mail.doc.gov).

### CE MARKING - YOUR PASSPORT TO CENTRAL AND EASTERN EUROPE

The U.S. Department of Commerce recently released a report entitled CE MARKING - YOUR PASSPORT TO CENTRAL AND EASTERN EUROPE. This report focuses on the adoption of the CE Marking system by the Central and Eastern European countries of the Slovak Republic, Hungary and Poland. Currently over 50 percent of U.S. products exported to

# Maryland Global Express

## The Newsletter of the Baltimore US Export Assistance Center

the EU require the mandatory CE Marking. This report provides an overview of the CE Marking process; the steps required to obtain CE Marking; and progress made so far by the Slovak Republic, Hungary, and Poland in implementing and carrying out the CE Marking regime. [Click Here!](#)

## TRADESTATS EXPRESS MAKES RESEARCH QUICK AND EASY

**BY: KAMRAN ALI**

If you are researching export or trade data, Tradestats Express (<http://tse.export.gov/>) can help you find all the data you need in one easy stop. Tradestats Express is divided into two sections, National Trade Data and State Export Data.

National Trade Data helps you find two different types of statistics. The first type of data is global patterns of U.S. merchandise trade. Here you can find how much the U.S. exports and imports of any certain product. For example, you can get statistics on how much dairy products the U.S. exports to the world. The second type of data is product profiles of U.S. merchandise trade with a selected market. Here you can see import and export data of any specific product between the U.S. and any country or region (such as the European Union).

State Export Data is geared toward individual state export statistics. This section is broken down into three categories. The first category is the global patterns of states exports. This helps you find statistics on the exporting of any specific product from any state or U.S. region, such as how much wood products Maryland exports to every country. The second category is state-by-state exports to a selected market. Here you choose a country or a region and then see how much of any specific export we send to that market. For example, if you choose dairy products to Ireland, you'll see export data of this product from each state. Finally, the third category is the export product profile to a selected market. Here you choose a state or U.S. region and then a country or region, and Tradestats Express will give you detailed export information regarding exports from one state to that selected market. For example, you can see everything that Maryland exports to Canada.

Tradestats Express gives you data from 1999 to 2005. You can sort data by dollar amount, dollar change from the previous year and percent change from the previous year, making Tradestats Express a versatile tool for all types of market research.

## FREE ADVERTISING IN ISRAEL FOR AMERICAN SCHOOLS!

The U.S. Commercial Service in Israel, in collaboration with [Nirshamim education portal](#), is offering accredited American schools free advertising space on their website for a free 3-months no obligation trial period. The site has 5,000 unique entries per. day and over 130 schools, which offer over 21,000

various courses of study for more than 7000 degrees. This is a very cost effective way for you to test the Israeli market.

### Nirshamim - The Premier academic portal in Israel:

Would like to introduce to you Nirshamim.co.il.- the largest site in Israel for those seeking Higher education opportunities. The site serves as a meeting point between those interested in seeking study opportunities and the various institutes of learning. With **Over 130** institutes of learning, the site caters to **4000-4500 unique visitors** per day, with more than **38,000+ pages!** The average visitor spends up to **7-10 minutes on the site.**

For more information, visit: <http://www.buyusa.gov/israel> and <http://www.export.gov/cs>

**Try out Nirshamim's model, at no cost and without any obligation!**

**For more information don't hesitate to contact the Marketing Director, Mr. David Adler at:**  
+972-52-4775557 [David@Nirshamim.co.il](mailto:David@Nirshamim.co.il)

## BUSINESS SERVICE PROVIDER SPOTLIGHT

Locate professional business service providers who can help with everything from translating documents to providing the legal support needed to succeed in the international marketplace.

This month, in the spotlight is the "Travel Facilitation" category. Visit the entire Business Service Provider at: <http://www.buyusa.gov/baltimore/bspdirectory.html>

### Travel Facilitation



The Business Service Provider spotlight rests on Elite International Documents, Inc. this month. Elite International is a company providing and taking care of any business document needs. "We know what our customers want and need in doing business, with any company that will assist them in compiling all their travel documents prior to travel." They are very committed to providing a pro-active experience in handling customer issues. "We stand ready to address any questions, concerns, compliments and/or complaints in an expeditious manner."

Elite is certified in a variety of areas to further assist any customer needs. They have certifications in the states of Maryland and Virginia as well as Federal certifications. Along with their numerous certifications, Elite employs Senior

# Maryland Global Express

## The Newsletter of the Baltimore US Export Assistance Center

management with 28 years of government travel management experience.

region. The country's second largest sector is agriculture.

### Let Elite International Documents Help You With:

- Visa application processing
- Passport application processing
- Pick-up and delivery of visa/passports(s) to designated embassy and/or agencies
- Automated passport and visa application tracking
- Automated passport expiration notification
- Status provided at each stage of the process until delivery
- Extensive expertise in government passport and visa services
- Minority, woman-owned, small business for partnering (MBE certified)
- Payment by major credit card or government SmartPay Card

Contact: Mary Johnson, President/ CEO  
1300 Mercantile Lane  
Suite 141-C  
Largo, Maryland 20774  
Ph: 301-322-6500 Fax: 301-322-6845  
Email: [contacteid@eliteintldocs.com](mailto:contacteid@eliteintldocs.com)  
Web: <http://www.eliteintldocs.com>

## MARKET OF THE MONTH: AZERBAIJAN

### Azerbaijan Market Overview



Baku Academy of Sciences

With a population of a little over eight million, the Republic of Azerbaijan offers a small but fast developing market that has shown impressive, sustained economic growth. Azerbaijan, which gained independence from the former Soviet Union in 1991 and continues its integration with the world economy, is now attracting billions in foreign investment, particularly from companies seeking to gain a market presence in the oil rich Caspian

Azerbaijan's hydrocarbons have attracted approximately \$7.3 billion in foreign investment over the past five years and \$23 billion total to date. This influx of investment and petrodollars into Azerbaijan's relatively small market has the economy working on overdrive and offering U.S. export opportunities to satisfy the country's growing purchasing power. GDP growth in Azerbaijan averaged over 10% per year for 2001 – 04, and reached an unprecedented 26.4% increase in 2005. Growth in GDP is expected to reach over 30% in 2006, driven by substantial increases of oil and gas production and exports.

The main U.S. exports to Azerbaijan include industrial capital equipment, boilers, parts, machinery, aircraft, meat products, electronic equipment, and various services (legal, financial, engineering). The U.S. has maintained a positive trade balance with Azerbaijan, averaging about \$120-30 million in annual exports since 2000.

Azerbaijan is in the process of negotiating its accession to the World Trade Organization (WTO). The United States and Azerbaijan have signed a Bilateral Investment Treaty, which entered into force in August 2001. In November 2004, Fitch, the international ratings agency, raised Azerbaijan's sovereign Long Term Credit Rating on its obligations in foreign and national currencies from BB- to BB, giving the country a "stable" outlook; Fitch reaffirmed this assessment in January, 2006.

Key challenges for Azerbaijan include implementing anti-corruption legislation, improving the legal and regulatory framework for business, maintaining fiscal discipline, and continuing privatization.

### Azerbaijan At A Glance

Azerbaijan, located in the South Caucasus, is bordered by Russia to the north, the Caspian Sea to the east, Iran to the south, and Georgia and Armenia to the west. Azerbaijan is slightly smaller than the state of Maine.

The official language is Azerbaijani, although Russian and Turkish are also widely spoken. The monetary unit in Azerbaijan is the Manat (AZM); 1 USD = 0.8982 AZN as of June 7, 2006 (Click [here](#) for more updates)

**Oil production and transportation:** Azerbaijan's government has forecasted a 61.6% rise in oil exports in 2006 over 2005 targets, to 22.3 million tons, and subsequent growth the next several years, reaching 55 million tons in 2009. Azerbaijan has signed 22 [Production Sharing Agreements \(PSAs\)](#) with many of the major international oil companies, worth up to \$50 billion.



# Maryland Global Express

## The Newsletter of the Baltimore US Export Assistance Center

The Baku-Tbilisi-Ceyhan pipeline (BTC): transports crude oil 1,760 km (1,093 miles) from the Azeri-Chirag-Guneshli oil field in the Caspian Sea to the Mediterranean Sea. It passes through Baku, the capital of Azerbaijan; Tbilisi, the capital of Georgia; and Ceyhan, a port on the southeastern Mediterranean coast of Turkey.



A view of an Azerbaijani Mountain Village

**Agriculture** is Azerbaijan's next largest sector after energy, and further development of agribusiness is understood to be essential to creating employment opportunities and increasing family incomes in Azerbaijan. Agriculture employs more than 30 percent of the work force and accounts for approximately 12 percent of GDP; agricultural output rose by 4.6% in 2005. Small and medium-sized farms, ranging from one or two hectares to several hundred hectares have increased production of nuts, fruits, vegetables, grain, dairy products, meat, and some poultry under labor-intensive conditions. The sector presents potentially profitable business opportunities, but the country's regulatory system must become more transparent and less arbitrary in order to attract significant foreign investment to the sector.

**Trade and Foreign Business:** Major trading partners are the United Kingdom, Russia, USA, Turkey, Germany, France, Italy, Kazakhstan and Georgia. More than 120 U.S. companies are now resident in Baku, a 25 percent increase since 2000. The American Chamber of Commerce in Azerbaijan has over 140 members, a 30 percent increase since 2000. The Top U.S. Subsidiaries in Azerbaijan include Bechtel International, Inc., ChevronTexaco, ConocoPhillips, ExxonMobil Azerbaijan Operating Co. L.L.C., Halliburton International Azerbaijan, McDermott Caspian Contractors, Inc., Schlumberger Logelco, Inc., Unocal.



Baku Beach and Off Shore Drilling Platforms

### Best Prospects for U.S. Exporters

As Azerbaijan's major hydrocarbon projects move toward a less intensive development stage, foreign investment will drop in the near future but is expected to be partially offset by inflows of concessional funds and grants for the next few years, estimated at about \$3 billion. The main driver of growth, however, is expected to be domestic investment. According to official sources, local investment is predicted to increase by approximately 20% a year, fueling growth in the services sectors such as transportation, communications, and construction.

Current best prospects for U.S. non-oil products and services include: architectural, construction & engineering services, building materials, transportation (aviation), telecommunications equipment and services, food processing/packaging equipment, agricultural machinery.

Learn more about the best prospects for U.S. business in the non-oil and gas sectors in our [video presentation](#) by U.S. Ambassador to Azerbaijan, Hon. Reno Harnish.

Every year the Multilateral Development Banks (MDBs) spend millions procuring consultants and products necessary to meet in-country project objectives. Related tender opportunities are available through the [BISNIS Trades & Tenders program](#).

For a brief summary of MDB activities in Azerbaijan, visit the [BISNIS Azerbaijan page](#).

### Doing Business in Azerbaijan - Practical Challenges

Doing business in Azerbaijan is not without challenges. According to the International Finance Corporation report, "[Doing Business in 2006](#)," which evaluates countries by the requirements and costs of fulfilling business needs (licensing, hiring and firing, etc.), the steps, time, and costs of complying with licensing and operating requirements in Azerbaijan can be very demanding.

U.S. companies should closely evaluate the market and conduct careful due diligence before entering Azerbaijan. As with other emerging markets, finding a qualified, reliable, and motivated partner can be central to a company's success.

U.S. firms looking for opportunities in Azerbaijan should focus on medium-sized, private Azeri firms with a minimum three-year track record and credit history. Azeri firms generally have poor cash flow, given the lack of affordable credit and other structural disincentives. Training and flexible stock/inventory options will help U.S. goods and services penetrate the Azeri market. Given Baku's dominance of the market, it is best to work with a Baku-based firm for onward distribution throughout the country.

# Maryland Global Express

## The Newsletter of the Baltimore US Export Assistance Center

U.S. companies seeking to better understand specific business conditions in Azerbaijan may wish to consult the November 2005 American Chamber of Commerce in Azerbaijan ([AmCham](#)) white paper, "[Observations and Recommendations for Improving Azerbaijan's Business Climate](#)." The paper addresses issues of concern to American companies doing business in the country, making recommendations in a number of areas, including: Corruption, Taxation, Customs, Banking, Finance and Insurance, Communication and Information Technology, Labor, Tourism, Agriculture, and Protection of Intellectual Property Rights.

### Success Stories

Since 2003, the Commercial Service's BISNIS program has facilitated more than \$60 million in U.S. exports and other business activities in Azerbaijan, primarily in non-oil & gas sectors, including telecommunications, medical equipment and services, engineering and construction, border security, and others. Recent examples include:

- In 2004, a U.S. engineering and construction company was able to successfully pursue a large communication systems tender in Azerbaijan. The company had received market information and referrals from BISNIS and the U.S. Embassy in Azerbaijan that helped the company to identify qualified, capable Azeri professionals and establish in-country operations. This project helped place Azerbaijan in the company's top ten revenue countries for 2005.
- In 2005, a small U.S. medical laboratory equipment company exported four medical laboratories to the oil and gas industry in Azerbaijan, adding to earlier sales of 6 such mini labs. Completing the sales begun after receiving BISNIS counseling, market information, and referrals to develop this new market segment. BISNIS had initially helped the company enter the market in 2003 and develop a new niche in Azerbaijan in 2004.

### Azerbaijan 2006 International Business Events

- 13 June - 14 June 2006; [Caucasus Banking & Finance Conference 2006](#); 1st Caucasus International Banking & Finance Conference
- 19 September - 22 September 2006; [BakuMebel 2006](#); 4th International Furniture and Woodworking, Interiors and Design Exhibition
- 26 September - 29 September 2006; [BIHE 2006](#); 12th Azerbaijan International Healthcare Exhibition
- 3 October - 6 October 2006; [BakuTel 2006](#); 12th Azerbaijan International Telecommunications and Information Technologies Exhibition and Conference
- 3 October - 6 October 2006; [AzPrintMedia 2006](#); 3rd Azerbaijan International Printing, Advertising and Stationery Exhibition

- 11 October - 14 October 2006; [BakuBuild 2006](#); 12th Azerbaijan International Construction Exhibition
- 9 November - 11 November 2006; [Moda Azerbaijan 2006](#); 1st Azerbaijan International Fashion and Accessories Exhibition
- 9 November - 11 November 2006; [Textile Azerbaijan 2006](#); 1st Caspian International Textile Exhibition

---

## Trade Events, Workshops, and Seminars

*For information on these and other events not listed, or if you would like your event listed, contact the Baltimore USEAC at 410-962-4539.*

### Domestic

### Education, Health, and Science & Technology 2006 Business Seminar

Thursday, July 13, 2006

Inter-American Development Bank, Washington, D.C.

Contact: Hiroko Miyakawa, [hirokom@iadb.org](mailto:hirokom@iadb.org)

For more information, visit: <http://www.iadb.org/biz>

This event will concentrate on recent IDB projects to help support poverty reduction and social equity in Latin America and the Caribbean. This is especially important for government officials, development specialists' consultants, as well as suppliers of goods and services interested in exploring opportunities to work with the IDB.

The seminar will cover the following topics:

- Profile of Health Sector Strategy, case studies of health projects (modernization of the health network system, social reform, regional initiative on nutrition, domestic violence and HIV/AIDS)
- Overview of Education Sector Strategy, presentations of projects in the area of early childhood, primary & basic education, higher education and its connection with labor initiatives, and youth development and empowerment
- New IDB strategy for Science and Technology, and presentations of specific projects in the pipeline
- A discussion of IDB procurement policies and procedures - recent developments and new initiatives
- The Project Cycle - how projects are initiated and developed

This is an excellent opportunity to learn about specific case studies of social sector projects in the region, described by IDB specialists who are experts in their fields. In addition, this represents a unique networking opportunity with Bank staff involved in projects and representatives from other firms and institutions attending the seminar. Currently, the IDB project pipeline includes \$1.2 billion earmarked for social investment

# Maryland Global Express

## The Newsletter of the Baltimore US Export Assistance Center

projects, \$537 million for health projects, \$333 million for education projects, and \$154 million for science and technology projects. For detailed information on the Bank and its activities, please go to <http://www.iadb.org>

The registration fee of US \$225 includes a continental breakfast, luncheon, seminar sessions, publications, and the IDB phone directory. A special price is available for government employees.

### International Economic Summit Asia-Pacific Region, 2006

*July 24-26, 2006*

*Prince George's County, Maryland*

Contact: P.G. County EDC @ 301-583-4650, or e-mail [info@pgcedc.com](mailto:info@pgcedc.com)

Prince George's County is proud to present a three-day conference highlighting the county's commitment to giving local businesses access to new market places throughout the world, with a special emphasis on the Asian-Pacific Region.

### International

#### Summer European Union: RoHS Directive

*Goes Into Effect July 1, 2006*

The EU's Restriction of Hazardous Substances in Electrical and Electronic Equipment (RoHS) Directive, which in essence bans most uses of lead, cadmium, hexavalent chromium, mercury and the polybrominated flame retardants PBB and PBDE in electrical and electronic goods exported to the EU goes into effect on July 1, 2006. The U.S. Commercial Service office in Brussels has a dedicated RoHS and WEEE website [here](#). An update on the RoHS and WEEE directives by the Brussels office can be found [here](#).

#### The 11th Vietnam Computer World Expo 2006

*Scheduled for July 12 – 15 (VCW 2006)*

Vietnam is the fastest growing economy in Southeast Asia, and the U.S. is Vietnam's #1 trading partner. According to the U.S. Department of Commerce, the Info-Communication Technology (ICT) industry is a leading U.S. sector for U.S. exports. This week the U.S. and Vietnam concluded an [agreement](#) in principle on Vietnam's accession to the WTO; this is further proof that Vietnam welcomes quality U.S. products and services. The 11th Vietnam Computer World Expo 2006 (VCW 2006) scheduled for July 12 - 15 represents a wonderful opportunity for U.S. ICT firms. It is the largest and most prestigious high-tech trade show in Vietnam, which will attract 200 international exhibitors and over 200,000 visitors. The event will be in conjunction with a series of conferences and seminars, including the Vietnam ICT Outlook 2006. The U.S. Commercial Service Vietnam is spearheading a U.S. Catalog Booth for ICT exporters -- for as little as \$250 - - at the VCW Expo 2006

### Industry Organizations: Innovative Programs to tackle China IPR Issues

*July 13 2:00pm – 3:30pm EST*

Presentations by industry organizations on programs to aid members protect their IP in China and direct China toward a better enforcement system. To Register, please email your contact information to [CHINAIPR@mail.doc.gov](mailto:CHINAIPR@mail.doc.gov). The program is free and is part of an ongoing series running from May until December. Past Programs are available on [www.stopfakes.gov/events/china\\_webinar\\_series.asp](http://www.stopfakes.gov/events/china_webinar_series.asp)

### Sporting Goods ISPO- Summer 2006

*July 16-18, 2006*

Munich, Germany

Contact: Amanda Ayvaz, [Amanda.Ayvaz@mail.doc.gov](mailto:Amanda.Ayvaz@mail.doc.gov) or 202-482-0338 and Bernd Kietz, [Bernd.Kietz@mail.doc.gov](mailto:Bernd.Kietz@mail.doc.gov)  
For more information, visit: <http://www.ispo.com>

The U.S. Department of Commerce's Office of Consumer Goods, in conjunction with the U.S. Commercial Service in Munich, Germany, will sponsor a U.S. Product Literature/Sample Center at the ISPO Summer 2006 trade show, July 16-18, 2006, in Munich.

ISPO, as Europe's leading sporting goods show, is an excellent venue in which to pursue expanding your sporting goods business internationally, and the Commerce Department's Product Center is the right place within ISPO to gain high-quality, low-cost exposure for your American-made products.

ISPO's major product categories include all kinds of sporting equipment, apparel, accessories, and other sports-related products. The trade show's visitors consist of retail and wholesale sporting goods buyers from all over the world. U.S. sporting goods companies interested in gaining valuable exposure in Europe will not want to miss this opportunity. Foreign sales opportunities for U.S. sporting goods companies have been expanding, with U.S. sports equipment exports growing 5 percent in 2005 over the same period in 2004. ISPO, held annually, is an event with over 1,200 exhibitors with 2,500 name brand products and attracts more than 20,000 trade visitors. It has become recognized as a key event that fuels Europe's sporting goods market.

Germany is Europe's largest sporting goods equipment market and a very sports-minded country. There are no fewer than 86,000 clubs, with 26 million members, associated with the "Deutscher Sportbund" (German Sports Federation). It is through the programs of these clubs, rather than school programs as in the United States, that the nation's elite athletes rise to the top.

# Maryland Global Express

## The Newsletter of the Baltimore US Export Assistance Center

### U.S. Commercial Service Programs At The Farnborough International Airshow

July 17-23, 2006

Farnborough, United Kingdom

For more information, visit:

[http://www.buyusa.gov/uk/en/farnborough\\_2006.html](http://www.buyusa.gov/uk/en/farnborough_2006.html)

Exhibiting at or Visiting the Farnborough Airshow? The U.S. Commercial Service can support and complement your business development activities at the show! These programs include new, customized services for exhibitors and visitors to the show, and provide several options for U.S. aerospace companies.

### Agriculture Trade Mission to Kazakhstan

July 23-28, 2006

Astana and Almaty, Kazakhstan

Cost: USDA funds all in-country costs for SMEs !!!

Contact: Charles Raether at [charles.raether@mail.doc.gov](mailto:charles.raether@mail.doc.gov)

- Meet with Kazakhstani government officials interested in promoting US agribusiness investment and trade
- Conduct one-on-one meetings with local companies interested in doing business with US agribusiness firms
- Receive briefings and overviews of the macroeconomic situation, regulatory and investment climate, profiles of major sectors

The U.S. Department's of Commerce BISNIS program is assisting the USDA in screening and selecting potential candidate companies for the mission. The trip is open to all agribusiness companies broadly defined: thus, this includes not only agribusiness field and processing equipment but also more "downstream" companies such as food processors, packaging, etc.

Approximately 10 SME's will be chosen for the mission. If you are seriously interested in possibly participating in the mission, please email Charles Raether of BISNIS ([charles.raether@mail.doc.gov](mailto:charles.raether@mail.doc.gov)) with a brief (1-2 paragraphs) summary of your company's business as well as your interest in the Kazakh market (regardless of whether you currently are active there or are considering expanding to that market). Final selection of participants will be made by USDA at their sole discretion.

### Security 2006 Conference & Exhibition

August 29-31, 2006

Sydney, Australia

Now entering its 21st year, Security 2006 is Australia's premier security industry event, offering a unique platform to target a highly qualified audience of security professionals. Security 2006 provides the right people, the right products and the right mix of events, from a world-class conference

program, an extensive exhibition, special industry briefings, a cocktail reception and an industry awards dinner.

The U.S. Commercial Service invites your company to join a U.S. promotion in order to participate in our services to U.S. exhibitors and build your profile in the Australian market at Security 2006. Whether you are seeking new sales or testing the market, we can help your business meet its objectives for the Australian market.

### Access Eastern Mediterranean (AEM) Program

To be launched on September 1, 2006

Egypt, Israel, Jordan, Lebanon, Morocco, Turkey and West Bank

For more information, visit:

<http://www.buyusa.gov/easternmed/ict06.html>

The U.S. Commercial Service at the American Embassies wants to U.S. ICT companies to participate in the Access Eastern Mediterranean (AEM) program. The AEM is a good tool to explore sales opportunities in seven markets. Online registration is currently available.

### Green Building & Sustainable Design U.S.- Canada A/E Partnering Seminar

September 18-20, 2006

Toronto & Vancouver, Canada

Contact: Rita Patlan, [Rita.Patlan@mail.doc.gov](mailto:Rita.Patlan@mail.doc.gov)

For more information, visit:

<http://www.buyusa.gov/canada/en/uscdaaepartneringseminar.html>

The U.S. Commercial Service of the U.S. Consulate General in Vancouver and in Toronto invites qualified U.S. architectural firms to participate in the first-ever two-city stop "U.S.-Canada Architectural/Engineering (A/E) Partnering Seminar.

Take advantage of this unique opportunity to make a presentation to Canadian architectural firms in Toronto and Vancouver on how your company's *Leadership in Energy and Environmental Design* (LEED®) or sustainable architectural projects will enhance the Canadian landscape. Network with Canadian architectural colleagues and explore business partnerships with Canadian firms in order to pursue projects in Canada, the United States and in international markets. Let the U.S. Commercial Service help your firm present your company's excellence in design and/or overall achievements and expertise in LEED® and/or sustainable design to Canadian architectural firms.

**DON'T DELAY, REGISTER NOW! SECURE YOUR PARTICIPATION IN THIS EXCLUSIVE EVENT, AS PARTICIPATION IS LIMITED TO TEN COMPANIES.**



# Maryland Global Express

## The Newsletter of the Baltimore US Export Assistance Center

### Natural Products Expo Japan

*September 21-23, 2006*

Tokyo, Japan

Contacts:

Asia & Europe, Ms. Yvonne Chang [ychang@penton.com](mailto:ychang@penton.com)

North America, Ms. Kristen Seldon [kseldon@newhope.com](mailto:kseldon@newhope.com)

For more information, visit:

<http://www.naturalproductsjapan.com/>

This year, two world-class tradeshow producers of the Natural and Organic Products Industry join forces with Japan's largest Functional Food trade publisher and the oldest Natural Food Association to form an unprecedented partnership. Together, they will produce a triple conjoined trade exhibition focused on Natural Products, Organic Food, Health, and the Functional Products Industry of Japan.

This is the only professional trade event in Japan showcasing the latest in Natural Products, Health, Personal Care, Supplements and Nutrition. Natural Products Expo Japan will present the emergent natural and nutrition industries of Japan to a world of buyers and sellers. Organized by New Hope Natural Media and Health Business Magazine.

### Security

*October 10, 2006 – October 13, 2006*

Essen, Germany

Security is held in Germany every other year and is considered the largest and most comprehensive international trade fair in the world on security products, equipment and services. Surveys say that 40% of participants come with definite investment intentions. In 2004, Security had over 900 exhibitors from 39 countries.

### 12th Annual AAEE/IAEE Central Europe/U.S. Airport Issues Conference

*October 24-26, 2006*

Dubrovnik, Croatia

For more information, visit:

<http://www.buyusa.gov/austria/en/airportconference.html>

Cosponsored by the U.S. Commercial Service and the U.S. Trade and Development Agency. This year's conference offers you the unique opportunity to hear first-hand about priority airport modernization and expansion projects, with financing approved, at tier two airports throughout this fascinating region! Selected projects will be presented in detail to conference participants by representatives of the implementing agencies. After the presentations, one on one meetings between U.S. supplier companies and the project implementing agencies are planned.

### U.S. Maritime and Industrial Security Seminar and Exhibition

*November 6-8, 2006*

Montreal and Halifax, Canada

U.S. companies specializing in border, port and commercial security that are interested in developing sales in Canada's rapidly changing security market should participate in the U.S. Maritime and Industrial Security Exhibition.

Following a successful 2005 event, U.S. security companies are invited to showcase and make a presentation to representatives of Canadian provincial, municipal governmental agencies, distributors and end users of security technology on how their product or service could influence the way security issues are managed in Canada and the United States. The goal for this two-stop event will be to meet and establish business relationships with key contacts in the maritime and industrial sectors in Montreal and Halifax.

### China/Supply Expo China 2006- In Conjunction with China International Nutrition Health Industry Expo Shanghai 2006

*November 9-12, 2006*

Shanghai, China

Contacts:

Asia & Europe, Ms. Yvonne Chang [ychang@penton.com](mailto:ychang@penton.com)

North America, Ms. Kristen Seldon [kseldon@newhope.com](mailto:kseldon@newhope.com)

For more information, visit:

<http://www.naturalproductschina.com/>

Featuring every category in the natural, health and organic industry, Natural Products Expo China delivers thousands of new products from the best companies to a growing international audience.

With functional food sales reaching RMB360 million and nutrition supplements sales topping RMB3.63 billion in 2005, retailers, brokers and distributors are responding to customers' needs and looking for the best-selling products, the next big trend, and the latest industry information. Even if you have an established brand, this is the time to capture your share of this dynamic market.

Natural Products Expo China is part of the China International Nutritional Health Expo. The holding of this Nutritional Health Expo is aimed to deliver thousands of visitors – national, regional and international, who come to stock their entire stores or to add natural and organic lines to their existing grocery, specialty, fitness, spa, gift or food service business.

The most effective emerging markets is to present your company and your products at Natural Products Expo China / Supply Expo China.

# Maryland Global Express

## The Newsletter of the Baltimore US Export Assistance Center

### Aerospace Trade Mission To Netherlands and Belgium

*November 13-16, 2006*

For more information, visit:

[www.buyusa.gov/netherlands/en/aerospace.html](http://www.buyusa.gov/netherlands/en/aerospace.html)

The U.S. Commercial Service along with the Office of Defense Cooperation will be hosting this upcoming Aerospace Trade Mission to the Netherlands and Belgium. This event will open up a vast market. Combined defense expenditures for these two countries totals over \$10.9 billion. This trade mission serves to help companies start business in The Netherlands and Belgium.

### MEDICA 2006

*November 15-18, 2006*

*Dusseldorf, Germany*

Contact: Jennifer Loffredo, [Jennifer.Loffredo@mail.doc.gov](mailto:Jennifer.Loffredo@mail.doc.gov)

For more information, visit:

[http://www.buyusa.gov/eme/medica\\_ceo.html](http://www.buyusa.gov/eme/medica_ceo.html)

MEDICA 2006 is the largest and most prestigious medical technology show in the world, with over 4,000 exhibitors, and over 134,000 international visitors. Regular exhibit space is always at a premium and companies often struggle to stand out among thousands of companies.

The US Commercial Service's CEO program is your alternative to booth space. Our CEO Program is a cost-effective way to promote your company in more than 32 European countries. You will attend the MEDICA Trade Show with all the benefits of a booth space, but without the expense and difficulty of set-up.

The Corporate Executive Office (CEO) at MEDICA 2006 provides the ideal opportunity to:

- Showcase your product to over 136,000 "trade only" visitors from 85 countries.
- Expand your business to Europe and the world.
- Meet the finest partners, agents, distributors and customers from the 4,300 exhibitors.
- Strike business deals without the expense of an exhibition booth.

### IDEAS 2006

*Karachi, Pakistan*

*November 21-24, 2006*

For more information, visit: [www.ideaspakistan.com](http://www.ideaspakistan.com)

The 4<sup>th</sup> International Defense Exhibition and Seminar will be held in Karachi, Pakistan this year. The theme for this year's event is Arms For Peace and will include demonstrations of vehicles, equipment, and firepower etc. 59 countries will be

represented and there will be exhibits for safety equipment, military transport vehicles, ammunition and defense systems.

### European Union:

#### WEEE Environmental Directive Recovery, Reuse, and Recycling Targets

*Into Effect December 1, 2006*

As of August 13, 2005 enforcement of the WEEE (Waste Electrical and Electronic Equipment) Directive began, however not all EU countries have fully implemented WEEE. Recovery, re-use and recycling targets go into effect December 31, 2006. For more information on the WEEE directive, including country-by-country WEEE implementation information, please visit the [U.S. Commercial Service website](http://www.buyusa.gov/europe/en/wEEE.html).

### Airport, Port and Transport Security Show 2006

*December 5, 2006 – December 6, 2006*

*London, United Kingdom*

This trade show is for companies who supply products for homeland security type markets. The main attendees at APTS are senior executives from airports, airlines, ports, police security and transportation companies. In 2005, there were over 1500 attendees from 27 countries. The show is co-located with three other shows: Event & Venue Security (EVS), Counter Terror World, and Infra-Security.

### LAAD 2007

*April 17, 2007 – April 20, 2007*

*Rio de Janeiro, Brazil*

For more information please visit: <http://www.laadexpo.com/>

This year marks the 10<sup>th</sup> anniversary for the Latin American Aero and Defense Expo. This year's expo will focus on defense, homeland security, commercial aviation and helicopter aviation. This is the largest and most important event for the armed forces of Latin America.

### Natural Products Expo Asia 2007

*June 28-30, 2007*

*Hong Kong, China*

Contact:

Asia & Europe, Ms. Yvonne Chang [ychang@penton.com](mailto:ychang@penton.com)

North America, Ms. Kristen Seldon [kseldon@newhope.com](mailto:kseldon@newhope.com)

For more information, visit:

<http://www.naturalproductsasia.com/>

Natural Products Expo Asia 2005 attracted 7,202 attendees from 31 countries around the world to attend the Show. The fact that almost half of our attendees traveling more than 10 hours to attend the event speaks to the quality of the event itself and to the business opportunities it represents. As a gateway into Chinese and Asian markets, Expo Asia surely provided an ideal platform for exhibitors and buyers around the world to meet potential business partners.

# Maryland Global Express

## The Newsletter of the Baltimore US Export Assistance Center

**Alexander Amdur***Commercial Officer*

Architectural/Engineering Services,  
Building Products & Equip., Energy,  
Agriculture & Food Products

**Bill Burwell***Director*

Services, General Manufacturing &  
Financial Services

**Jolanta Coffey***International Trade Specialist*

Travel and Tourism &  
Environmental Technology

**Bryan Larson***Commercial Officer*

Information Technology,  
Telecommunications &  
Education and Training Services

**Kimberly Robinson***Trade Reference Assistant*

General Information & Special  
Projects

**Jeanne Townsend***Senior International Trade**Specialist*

Healthcare Technologies,  
Biotechnology & Sporting Goods

**Patrick E. Tunison***Chief International Lending**Officer*

U.S. Small Business  
Administration, Office of  
International Trade

**Call us Today! 410-962-4539**

**<http://www.buyusa.gov/baltimore>**